

ORDER



KSNT-TV

Orders	Order / Rev:	103292
	Alt Order #:	06825819
	Product Desc:	NRCC IE 2012
	Estimate:	2599
	Flight Dates:	09/14/12 - 09/20/12
	Original Date / Rev:	06/21/12 / 09/04/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>National Media, Inc.</u>
	Buying Contact:	_____
	Billing Contact:	_____
		<u>815 Slaters Ln.</u>
		<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRCC-IE <i>+Revised</i>
	Demographic:	A25-54
	Product Codes:	PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/20/12	61	\$68,525.00	\$58,246.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$68,525.00	\$58,246.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	Start Of Order	End Of Order		100%

For more information, contact the Office of the Vice President for Research and the Office of the Vice President for Student Affairs.

Order Share	Share	Total
KSNV	37%	\$68,525.00
Market	100%	\$185,202.70

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$40,744.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$27,780.41
KTUD	0%	\$0.00
KVVU	22%	\$40,744.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,408.11

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/14/12	09/14/12	M-F	5-6a WakeUp w/Wagners	5-6a			----F--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
M-F 5-6a WakeUp w/Wagners																	
WAKE W/WAGNRS1																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 09/10/12		09/16/12		----F--		1		\$400.00		0.00							

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Flight Dates: 09/14/12 - 09/20/12

Advertiser: NRCC-IE
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Estimate: 2599

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/14/12	09/14/12	M-F 5-6a WakeUp w/Wagners	5-6a		----F--	:30	1	\$400.001	0.00	NM		1	\$400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----F---		1	\$400.00			0.00					
E 2	KSNV	09/17/12	09/17/12	M-F 5-6a WakeUp w/Wagners	5-6a		M-----	:30	1	\$400.001	0.00	NM		1	\$400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$400.00			0.00					
E 3	KSNV	09/18/12	09/18/12	M-F 5-6a WakeUp w/Wagners	5-6a		-T-----	:30	1	\$400.001	0.00	NM		1	\$400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1	\$400.00			0.00					
E 4	KSNV	09/19/12	09/19/12	M-F 5-6a WakeUp w/Wagners	5-6a		--W----	:30	1	\$400.001	0.00	NM		1	\$400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----		1	\$400.00			0.00					
E 5	KSNV	09/20/12	09/20/12	M-F 5-6a WakeUp w/Wagners	5-6a		---T---	:30	1	\$400.001	0.00	NM		1	\$400.00
WAKE W/WAGNRS1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1	\$400.00			0.00					
E 6	KSNV	09/14/12	09/14/12	M-F 6-7a WakeUp w/Wagners	6-7a		----F--	:30	1	\$725.001	0.00	NM		1	\$725.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----F---		1	\$725.00			0.00					
E 7	KSNV	09/17/12	09/17/12	M-F 6-7a WakeUp w/Wagners	6-7a		M-----	:30	1	\$725.001	0.00	NM		1	\$725.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$725.00			0.00					
E 8	KSNV	09/18/12	09/18/12	M-F 6-7a WakeUp w/Wagners	6-7a		-T-----	:30	1	\$725.001	0.00	NM		1	\$725.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1	\$725.00			0.00					
E 9	KSNV	09/19/12	09/19/12	M-F 6-7a WakeUp w/Wagners	6-7a		--W----	:30	1	\$725.001	0.00	NM		1	\$725.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----		1	\$725.00			0.00					
E 10	KSNV	09/20/12	09/20/12	M-F 6-7a WakeUp w/Wagners	6-7a		---T---	:30	1	\$725.001	0.00	NM		1	\$725.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1	\$725.00			0.00					
E 11	KSNV	09/14/12	09/14/12	Today Show	CM	658a-9am	----F--	:30	2	\$900.001	0.00	NM		2	\$1,800:00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		2	\$900.00			0.00					
E 12	KSNV	09/17/12	09/17/12	Today Show	CM	658a-9am	M-----	:30	2	\$900.001	0.00	NM		2	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		2	\$900.00			0.00					
E 13	KSNV	09/18/12	09/18/12		CM	658a-9am	-T-----	:30	2	\$900.001	0.00	NM		2	\$1,800.00

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KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
				NEWS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---		2	\$1,200.00		0.00						
E 27	KSNV	09/14/12	09/14/12	M-F Jeopardy	CM	630-7pm			----F--	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	----F--		1	\$1,300.00		0.00						
E 28	KSNV	09/17/12	09/17/12	M-F Jeopardy	CM	630-7pm			M-----	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	M-----		1	\$1,300.00		0.00						
E 29	KSNV	09/18/12	09/18/12	M-F Jeopardy	CM	630-7pm			-T-----	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----		1	\$1,300.00		0.00						
E 30	KSNV	09/19/12	09/19/12	M-F Jeopardy	CM	630-7pm			--W----	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----		1	\$1,300.00		0.00						
E 31	KSNV	09/20/12	09/20/12	M-F Jeopardy	CM	630-7pm			---T---	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---		1	\$1,300.00		0.00						
E 32	KSNV	09/14/12	09/14/12	M-F Wheel	CM	7-730pm			----F--	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Wheel of Fortune											
				WHEEL-FORTNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	----F--		1	\$1,300.00		0.00						
E 33	KSNV	09/17/12	09/17/12	M-F Wheel	CM	7-730pm			M-----	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Wheel of Fortune											
				WHEEL-FORTNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	M-----		1	\$1,300.00		0.00						
E 34	KSNV	09/18/12	09/18/12	M-F Wheel	CM	7-730pm			-T-----	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Wheel of Fortune											
				WHEEL-FORTNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----		1	\$1,300.00		0.00						
E 35	KSNV	09/19/12	09/19/12	M-F Wheel	CM	7-730pm			--W----	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Wheel of Fortune											
				WHEEL-FORTNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----		1	\$1,300.00		0.00						
E 36	KSNV	09/20/12	09/20/12	M-F Wheel	CM	7-730pm			---T---	:30	1	\$1,300.00	1	0.00 NM	1 \$1,300.00
				M-F Wheel of Fortune											
				WHEEL-FORTNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----		1	\$1,300.00		0.00						
E 37	KSNV	09/19/12	09/19/12	Wed PR 10-11p	CM	10-11pm			--W----	:30	1	\$3,100.00	2	0.00 NM	1 \$3,100.00
				Wednesday Prime 10-11pm											
				HARRY'S LAW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----		1	\$3,100.00		0.00						
E 38	KSNV	09/14/12	09/14/12		CM	8-9pm			----F--	:30	1	\$1,700.00	2	0.00 NM	1 \$1,700.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
Fri PR 8-9p Friday Prime 8-9pm																										
WHO ARE YOU?																										
<table border="1"> <thead> <tr> <th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td><td>09/16/12</td><td>----F--</td><td>1</td><td>\$1,700.00</td><td>0.00</td></tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	----F--	1	\$1,700.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	----F--	1	\$1,700.00	0.00																					
E 39	KSNV	09/15/12	09/15/12	Sat PR 9-11p	CM	9-11p	-----S-	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00											
Saturday Prime 9-11pm																										
L&O SVU-SA-NBC																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	----S-	1	\$1,200.00	0.00																					
E 40	KSNV	09/16/12	09/16/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$9,000.002	0.00	NM		1	\$9,000.00											
NFL Football																										
NBC SUN-FTBL																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	-----S	1	\$9,000.00	0.00																					
E 41	KSNV	09/16/12	09/16/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,600.002	0.00	NM		1	\$1,600.00											
News 3 in Prime																										
NWS3 LVE-PRIME																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	-----S	1	\$1,600.00	0.00																					
E 42	KSNV	09/14/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00											
M-F News 3 at Eleven																										
NEWS 3 AT 11																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	----F--	1	\$1,200.00	0.00																					
E 43	KSNV	09/17/12	09/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00											
M-F News 3 at Eleven																										
NEWS 3 AT 11																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/17/12	09/23/12	M-----	1	\$1,200.00	0.00																					
E 44	KSNV	09/19/12	09/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00											
M-F News 3 at Eleven																										
NEWS 3 AT 11																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/17/12	09/23/12	--W----	1	\$1,200.00	0.00																					
E 45	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00											
Sa-Su News 3 at Eleven																										
WKD2 NWS-AT 11																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	-----S-	1	\$1,100.00	0.00																					
E 46	KSNV	09/14/12	09/14/12	The Tonight Show	CM	1135p-1237a	----F--	:30	1	\$500.001	0.00	NM		1	\$500.00											
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E 48	KSNV	09/18/12	09/18/12	The Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$500.001	0.00	NM		1	\$500.00											
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E 50	KSNV	09/20/12	09/20/12		CM	1135p-1237a	---T---	:30	1	\$500.001	0.00	NM		1	\$500.00											

Order / Rev: 103292
Alt Order #: 06825819
Flight Dates: 09/14/12 - 09/20/12

Advertiser: NRCC-IE
Product Desc: NRCC IE 2012
Estimate: 2599

KSNV